

America Recycles – Full Group Check-in Webinar Summary

July 26, 2019, 3:00 PM – 4:30 PM Eastern

Action Items

- If you would like to suggest any edits to the new U.S. Recycling System [[HYPERLINK "https://www.epa.gov/recycle/us-recycling-system"](https://www.epa.gov/recycle/us-recycling-system)] or the [[HYPERLINK "https://www.epa.gov/recycle/status-report-framework-advancing-us-recycling-system"](https://www.epa.gov/recycle/status-report-framework-advancing-us-recycling-system)], contact Nicole Villamizar, [[HYPERLINK "mailto:Villamizar.nicole@epa.gov"](mailto:Villamizar.nicole@epa.gov)].
 - Workgroup members should review the web content related to their workgroup(s) before the next workgroup calls.
- Complete the [[HYPERLINK "https://www.surveymonkey.com/r/EPA_ARD_EDU_WG"](https://www.surveymonkey.com/r/EPA_ARD_EDU_WG)] for the Education/Outreach workgroup by August 26. Please do not circulate the survey wider than this group.
- Send communications contacts to Brandon Bray, [[HYPERLINK "mailto:bray.brandon@epa.gov"](mailto:bray.brandon@epa.gov)] and Liz Sundin, [[HYPERLINK "mailto:sundin.elizabeth@epa.gov"](mailto:sundin.elizabeth@epa.gov)] by August 15 to allow us to coordinate our communications-related activities for America Recycles week.
- Review the draft America Recycles Week schedule of events, included in the email with these notes.
 - Send links or information about any additional activities organizations are planning for America Recycles Week (Nov. 11-15, 2019) to Suzie Boxman, [[HYPERLINK "mailto:boxman.suzanne@epa.gov"](mailto:boxman.suzanne@epa.gov)] and Mya Sjogren, [[HYPERLINK "mailto:sjogren.mya@epa.gov"](mailto:sjogren.mya@epa.gov)].
- EPA will be following up with a request with guidelines for submitting information about success stories or case studies that you would like to share and information about how your organization has supported veterans through recycling.

EPA Status Update on Framework

Nicole Villamizar (EPA) presented on EPA's new U.S. Recycling System [[HYPERLINK](https://www.epa.gov/recycle/us-recycling-system)

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- The site was launched on July 25, 2019 and the information posted to the site includes work done by the four workgroups to date, including information about the priority actions.
- This site will be used to tell the story of the ARD Summit effort and provide the public with links to a variety of related information.
- The site also provides information on the advantages of recycling.
- The Status Report (PDF) is also posted to the site. This will be a living document. It outlines what actions EPA has committed to in support of the workgroups' efforts.
 - **Action:** If you would like to suggest any edits to the U.S. Recycling System [[HYPERLINK "https://www.epa.gov/recycle/us-recycling-system"](https://www.epa.gov/recycle/us-recycling-system)] or the [[HYPERLINK "https://www.epa.gov/recycle/status-report-framework-advancing-us-recycling-system"](https://www.epa.gov/recycle/status-report-framework-advancing-us-recycling-system)], contact Nicole Villamizar, [[HYPERLINK "mailto:Villamizar.nicole@epa.gov"](mailto:Villamizar.nicole@epa.gov)].
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Workgroup Progress Review

All four workgroup steering committees are planning to meet at the Resource Recycling Conference in New Orleans, August 26-28. Leaders from each group provided an update on their recent calls and the status of their respective key deliverables.

- Stephanie Potter (U.S. Chamber of Commerce Foundation) presented on behalf of the Infrastructure workgroup about progress on their conversation about the Clearinghouse.
 - The Clearinghouse is being developed as a cooperative effort between ISRI, KAB, and the Chamber Foundation.
 - The workgroup is mobilizing to solicit input for resources, research, tools and toolkits, solutions for communities and stakeholders, webinar playbacks, best practices, articles, trends, and customizable templates.
 - The workgroup is currently working on developing the scope for the clearinghouse, which is the goal for Fall 2019.
 - The workgroup is also discussing how to set the site up for success so that it is continually updated and managed.
 - The site will be a stand-alone portal, but can be linked to and from other pages/portals, including EPA's website.
- Dylan de Thomas (The Recycling Partnership) presented on behalf of the Education & Outreach workgroup about their development of a compilation document and messages.
 - The workgroup is collecting materials, tools, and communications that can be included in the Infrastructure workgroup's Clearinghouse.
 - The workgroup is creating common messaging that can be provided to the public.
 - The workgroup is in the process of collecting definitions and quotes from organizations about recycling, as well as recycling data and rates, so these can all be compiled in one place and can be used to inform future messaging.
 - The workgroup has developed a survey for the members of the workgroups to answer questions about the impacts of recycling.
 - **Action:** Complete the [[HYPERLINK "https://www.surveymonkey.com/r/EPA_ARD_EDU_WG"](https://www.surveymonkey.com/r/EPA_ARD_EDU_WG)] for the Education/Outreach workgroup by August 26. Please do not circulate the survey wider than this group.
- Dylan de Thomas (The Recycling Partnership) presented on behalf of the Markets workgroup about their development of a model, FAQs, and Tools to improve domestic market development for recycled materials.
 - The workgroup has amended their goals statement to include developing models, providing economic analysis, showcasing available tools, creating a wide range of uses of recycled materials, and developing consistency among model contracts to help with volatility with markets.
 - The workgroup is looking at different ways to create more secondary markets for materials and connect materials to buyers.
 - The NRC is developing a portal for state recycling market development and that will be available around the time of the Summit in November.
- Swarupa Ganguli (EPA) presented on behalf of the Measurement workgroup about their development of recycling definitions and metrics.
 - The workgroup has compiled and discussed definitions for recycling in an effort to identify a definition to guide future work.
 - The workgroup is developing a map of the recycling system. The map is a broad pictorial view of the recycling system to end market and user needs in one map for the current recycling system. This system map will help identify measures and metrics.
 - The workgroup is compiling measures and metrics across the recycling system.

- A full workgroup call is being planned for August 20th (invitation pending).

Discussion of America Recycles Week Activities

Liz Sundin (EPA) presented the strategy for communications surrounding America Recycles Week.

- EPA has developed a robust strategy for the week, which includes a different theme for each day, heavy social media presence with predetermined hashtags, and unified messaging
 - There will be one or more press releases during the week, and EPA hopes that ARD partner organizations will also plan to have press releases.
 - EPA will be scheduling a call(s) with the communications contacts for partner organizations to discuss the timing of events and notices being released throughout the week.
 - **Action:** Send communications contacts to Brandon Bray, [[HYPERLINK "mailto:bray.brandon@epa.gov"](mailto:bray.brandon@epa.gov)] and Liz Sundin, [[HYPERLINK "mailto:sundin.elizabeth@epa.gov"](mailto:sundin.elizabeth@epa.gov)] by August 15 to allow us to coordinate our communications-related activities for America Recycles week.

Mya Sjogren (EPA) provided an update on America Recycles Week activities.

- **Action:** Review the draft America Recycles Week schedule of events, included in the email with these notes.
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- **Action:** EPA will be following up with a request with guidelines for submitting information about success stories or case studies that you would like to share and information about how your organization has supported veterans through recycling.
- Monday, November 11 is Veteran's Day. A "Recycling Hero" will be named by Keep America Beautiful. This will be a member of the military from Fort Bliss, TX. The award will either be presented in Washington, DC, or at Fort Bliss.
- EPA's WasteWise program will refresh their logo for the program's 25th Anniversary.
- The 2019 America Recycles Summit will happen on Friday from 10 AM-2 PM. This may include a renewal of the Pledge.
 - Two objectives were discussed for discussions during the Summit: 1. Ensuring the conversation is forward-looking, and 2. Developing a national recycling goal.
 - Comments on the national recycling goal:
 - Need to determine what the scope is for this, what the group is trying to capture.
 - The definition that the Measurement group is developing will help inform this goal.
 - It will be important to set goals that are achievable. Many goals have been set in the past and not met.
 - It would be helpful to coalesce around a motivating factor that can be used to chart success.